



MAY 7, 2009  
**National Children's  
Mental Health Awareness Day**

## **Post NOW Campaign**

### **What is the "Post NOW" Campaign?**

The Awareness Day Post NOW Campaign is a tactic for demonstrating the critical mass of support for addressing children's mental health. It is intended to serve as a means of creating solidarity among the vast and growing community of National Children's Mental Health Awareness Day 2009 program partners, sponsors, supporters, friends, and allies by offering them materials that communicate simple, yet powerful, messages about children's mental health.

The materials are being distributed to:

- approximately 60 CMHS-funded systems of care (SOC) communities across the country;
- CMHS-funded Safe Schools/Healthy Students sites and Child Trauma sites nationwide;
- several Federal agencies; and
- key organizations/opinion leaders in the mental health field including MHA, NAMI, The Federation of Families and the growing number of child, youth, and family organizations that are returning as sponsors or supporters of Awareness Day in 2009 or joining this initiative for the first time.

Organizations and individuals participating in the Awareness Day Post NOW Campaign are asked to use the materials provided by Awareness Day 2009 to saturate local and national message environments including virtual message environments via online social networks, Web site postings, etc. We are asking that participants disseminate at least one of the Post NOW Campaign messages on or around the 7<sup>th</sup> of each month, starting in January 2009 and continuing until Awareness Day on May 7, 2009.

### **Why get involved?**

As you may know, research on social marketing shows that the two most important factors that determine whether a message is "received" by the intended audience are: 1) the source of the message, and 2) the number of times that message is delivered to that audience. When you and your organization share basic messages on children's mental health with the full spectrum of your stakeholders, trusted allies, partners, and reference groups, you are demonstrating a commitment to children's mental health issues that is both personal in nature and virtually limitless in outreach. The added benefit of the Post NOW Campaign is the potential for an audience group or individual policy/decision-maker to receive the same message from several other trusted sources, thereby reinforcing the "tide of support" for

children's mental health galvanized by the supporters of Awareness Day. Dissemination of the materials also provides an opportunity for Post NOW Campaign participants to create messages about children's mental health that are tailored to their unique audiences while still communicating a value common to all Awareness Day participants: Children's Mental Health Matters.

Post NOW Campaign materials include electronic files for the production of electronic as well as hard copy materials appropriate for blogs, Twitters, and other e-messaging correspondence.

### **Who should participate?**

You are encouraged to participate in Awareness Day and the Post NOW campaign if you are an organization that serves children, youth, and families. This includes SOC communities, national sponsors and their local chapters and affiliates, and all other Awareness Day allies.

### **How do I use the Awareness Day Post NOW Campaign materials?**

As an Awareness Day Post NOW participant you will be supplied with three documents via electronic file. The first reads: **It's More Than—a space left blank for your message—Children's Mental Health Matters**. This option gives you the opportunity to create a message tailored to your audiences. The file provided for this and the two other message options is intended for electronic posting or the production of an 11 x 17 PDF and an 8.5 x 11 document in similar format.

In addition to the electronic file that allows for a personalized version of the Post NOW Campaign message, two additional graphic files are also provided. The first reads: **It's More Than... Just a "phase." Children's Mental Health Matters**. The second reads: **It's More Than... Just a "bad day." Children's Mental Health Matters**. We encourage you to rotate these three message options in your postings between January and May; however if you prefer the strategy of repetition and chose to use one message (possibly the version featuring your unique message) for each posting, it would likely be just as effective.

### **Where should I place the Post NOW Campaign messages?**

You are encouraged to use as many ways of disseminating the Post NOW messages as are routinely used to communicate with your colleagues, community, and other audiences—from posting electronic messages on Web sites and social networking pages to pinning up fliers in the library or grocery store to producing inserts for your newsletters and other publications distributed by your organization.

When considering where to Post NOW, focus on places where children, youth, and families—as well as decision and policy makers, program partners, and colleagues—will be exposed to the messages. Social networks and other internet "spaces" frequented by children, youth, and families are good spots, but also consider printing signage for posting at community centers, local festivals, malls, parks, schools, recreation centers, libraries, supermarkets, video rental stores, movie theaters, and transportation depots/stations. Get creative and think about where children, families, and youth are in your community, and then bring the message to them by placing Post NOW posters in the locations that they frequent.

Following are descriptions of online social networking and online services that you might consider:

**Twitter.** Twitter is a free online service that allows you to send short message updates on what you are doing or thinking to your own page on Twitter's Web site. You can send updates (or "tweets," as they are known) as text messages from your cell phone or through the Twitter Web site. All Twitter messages are limited to 140 characters, so you have to keep your updates short and sweet. Through the Twitter Web site, you can arrange for your updates to also be sent to your Facebook page, Web site, My Space page, or blog. Visit [www.twitter.com](http://www.twitter.com) to sign up!

**Flickr.** Flickr is an image- and video-hosting Web site that allows you to upload your pictures and videos to share with the Flickr community. You could easily upload pictures of your Post NOW poster to share with a larger audience. Visit [www.flickr.com](http://www.flickr.com) to sign up!

**YouTube.** YouTube is a popular video-sharing Web site that allows you to post videos for the online world to view. You must be a registered YouTube user to upload videos. Visit [www.youtube.com](http://www.youtube.com) to sign up.

National blogs are also a great place to consider contacting to post your Post NOW campaign information. (You are also encouraged to do a search for national and local blogs that fit the Post NOW campaign and Awareness Day. You can also start your own blog if you are interested.)

**Mental Health Blog.** This blog posts news and current research about mental health. [www.mentalhealthblog.com](http://www.mentalhealthblog.com)

**Family Resource Blog.** This blog provides information about child development, health, and safety issues with topics ranging from asthma to water safety to starting preschool. This blog has a section for mental health. [www.familyresource.com/blog](http://www.familyresource.com/blog)

**Psych Central Blog.** This blog is part of the PsychCentral.com Web site. Psych Central is a mental health social network that is run by mental health professionals. <http://psychcentral.com/blog/>

#### **Where can I get more information?**

For more information and to become a supporter of Awareness Day, e-mail [AwarenessDay2009@vancomm.com](mailto:AwarenessDay2009@vancomm.com).

The following timeline is provided as a task management tool for implementing the Post NOW Campaign. We hope you will find that this schedule of suggested activities facilitates a low maintenance implementation of this social marketing tactic.

## Key Activities for the Post NOW Campaign

When?	Action
<b>Beginning on or around January 7<sup>th</sup> until Awareness Day (May 7, 2009)</b>	<ul style="list-style-type: none"> <li>• Post electronic messages and hard copy signage each month. Keep the posting “live” for at least 10 business days.</li> <li>• Share updates with the Campaign team regarding national and local activities and materials dissemination via an e-mail to <a href="mailto:AwarenessDay2009@vancomm.com">AwarenessDay2009@vancomm.com</a>.</li> <li>• Update your organization’s Web site with Post NOW Campaign messages for the month.</li> </ul>
<b>1 Month Before Awareness Day</b>	<p>Consider:</p> <ul style="list-style-type: none"> <li>• Compiling a list of local media outlets and contacts.</li> <li>• Organizing a group picture with your Post NOW poster. Your organization’s staff, partners, membership, or members of the community you serve could take a picture with a poster of the Post NOW “message of the month.” Use this photo to add to the content of your postings and as an element of any press materials you choose to release regarding your organization’s support of children’s mental health during May is Mental Health month, especially if you are conducting or participating in an Awareness Day event.</li> </ul>
<b>2 Weeks Before Awareness Day</b>	<p>Consider:</p> <ul style="list-style-type: none"> <li>• Sending press advisories to the media regarding your Awareness Day event. Include the picture of course!</li> </ul>
<b>1 Week Before Awareness Day</b>	<p>Consider:</p> <ul style="list-style-type: none"> <li>• Posting a different message each day starting Thursday, April 30, until Awareness Day, Thursday, May 7.</li> </ul>

**Don’t forget to REFRESH Your Post NOW Campaign message on Thursday, May 7, 2009 — National Children’s Mental Health Awareness Day! And remember: Post Early. Post Often.**